

ANSWER SHEET



QUESTIONS FOR SEOs ANSWER SHEET

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1. QUESTIONS FOR SEOs ANSWER SHEET

Below is the answer sheet for the 'Questions to ask SEOs' questionnaire. Compare the answers given by the SEO agency/ freelancer on the questionnaire against the correct answers below. In general, all questions that ask for an 'I agree' or 'I do not agree' answer should be answered with 'I agree'. Any that ask for a 'Yes' or 'No' should be answered 'No'.

The questions relate to the most basic criteria that an SEO campaign should be founded upon. Areas that are open to debate are not raised in the questionnaire. As a result the answers are very clear-cut and there is little to no room for manoeuvre.

Any agency that scores less than 100% should be avoided.

2. QUESTIONS

Link Building

1. I agree

2. I agree

3. I agree

4. I agree

5. I agree

6.

a. I agree

b.

c. (If applicable) No

7. Check the links. Make sure that all of the links are from websites that look good and that appear to have an active user base. Pay particular attention to blog and news websites. There are many 'fake' blog and news websites, that look legitimate but are, in fact, spammy. Have a read of some of the articles. Do they all appear stylistically similar or stylistically different? Similar is good... it is likely that a real blogger has written them. Different implies that many different authors have written them, probably from SEO agencies. Does every article contain a link to an external website? This is another possible indicator that the website exists mainly to link to other websites to manipulate search

rankings. Are there comments under the blog posts? Are they quality comments? If so this is a good indication that there is an active reader base... a good sign. Does the blog mention 'guest posts' or 'SEO benefits'? If so, avoid!

8. I agree

Onsite Optimisation

1. I agree

2. I agree

3. I agree

Content Creation

1. I agree

2. I agree

3. I agree

4. I agree

5.

a. I agree

b.

c. (If applicable) No

3. AFFIRMATIONS

1. I agree

2. I agree

3. I agree

4. To elaborate on 'Affirmations, point 3' There is one caveat. In general, Webmaster Guidelines should be stuck to clinically, especially when it comes to the locations and intentions for link placement. Links should only ever be placed on websites that strictly conform to Google Webmaster Guidelines, without exception.

However we would like to address paying for online exposure. If in doubt we suggest that you double-

check this with Matt Cutts from the Google web spam team. You can tweet him at @mattcutts . He can be pretty good at responding.

- **Paid links.** Google is very clear that paying for links is against Webmaster Guidelines. However, as an Online PR agency as well as an SEO agency, for Go Up paying for online exposure is sometimes unavoidable. If a great blogger or online magazine that has high readership and that is relevant to our client's demographic requests remuneration in return for exposure to their readership, it is sometimes sensible to agree to pay. It would, however be possible to request that no link is contained in the exposure, but be aware that doing so will create an obstacle for the reader to get to your website. In general paying for links for SEO benefits can be avoided by just creating phenomenal content that the requested Webmaster will find hard to say no to!

4. ACKNOWLEDGEMENT

I agree